

# EXHIBITOR PROSPECTUS

September 14-16 | Mandalay Bay, Las Vegas

**PATHOLOGY &  
LAB MEDICINE**

2016 ASCP Annual Meeting

Today  
Tomorrow  
Beyond



STRONGERTOGETHER



The American  
Pathology Foundation  
The Management Association for Pathology

MANDALAY BAY • LAS VEGAS • SEPTEMBER 14-16

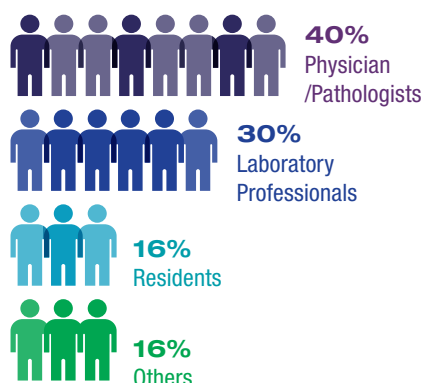


# THE PREMIER OPPORTUNITY TO CONNECT WITH LEADERS AND BUYERS IN PATHOLOGY & LAB MEDICINE

Pathology & Lab Medicine 2016 is the only meeting that connects you with laboratory medicine's full team of key purchasers—all of the people you need to reach to meet your goals. It is the single best opportunity to interact directly with your target audiences through one-on-one meetings, product education, and group presentations during exclusive exhibit hours.

## Access Key Decision Makers

The meeting offers you several opportunities to connect with decision makers, thought leaders, and early adopters of laboratory and pathology products and services including:



Best of all, these diagnostic leaders represent hospitals and health systems, research hospitals and independent reference labs—the full spectrum of buyers and needs.

## Achieve Maximum Impact

By providing a concentrated exhibit experience and traffic-driving events and features, you can reach key decision makers effectively during a shorter period of time:

### Wednesday, Sept. 14

11:00am – 8:00pm | Exhibits Open  
12:30pm – 2:00pm | Dedicated Lunch Break  
6:30pm – 8:00pm | Opening Reception

### Thursday, Sept. 15

9:00am – 3:00pm | Exhibits Open  
9:00am – 9:45am | Dedicated Coffee Break  
1:00pm – 2:00pm | Dedicated Lunch Break

*Last year, ASCP's Annual Meeting was a huge success for EXAKT Technologies. We met a large number of attendees that were engaged and eager to learn more about our pathology saw. The layout of the exhibit hall, session topics, and attendees helped make this an extremely productive event for our company.*

**Tim Milligan, Marketing Director, EXAKT Technologies, Inc.**

## Exhibit to Record Crowds

Pathology & Lab Medicine 2016 will take place in Las Vegas, Nev.—the site of the 2011 ASCP Annual Meeting—our largest meeting in history. With your help we will break that record in 2016.



Las Vegas is a great meeting city with affordable airfares and hotels – an attractive destination with your target audiences.

## Gain Visibility

We've created more dedicated face-to-face time for you to interact with your buyers by providing both dedicated hours and features that will draw more traffic to you including:

- Dedicated Exhibitor Hours
- Breakfast and Lunch Breaks
- Exhibitor Attendee Mixer
- Exhibit Hall Art Installation
- Poster Sessions
- Social area for **ONELab** online Community Members
- Interactive lounge for visiting students to interact with Members: NEXTPO



Exhibit packages have been designed based on your feedback to ensure that we offer you the recognition you value most. Our options include:

### ALLY PACKAGE \$5,000

- 1 meeting registration
- Logo in Guide to Meeting; website, and app
- 10% off other sponsorship opportunities
- Social media exposure via ASCP Twitter and Facebook
- Pre-meeting attendee mailing list
- Post-meeting attendee mailing list
- Right to use "ASCP2016 Supporter" in advertising and promotions

### SUPPORTER PACKAGE: \$10,000

- Ally Package plus:
- 2 meeting registrations
- ASCP distributed Pre-show email
- 2 tickets to the President's Reception



### PARTNER PACKAGE: \$16,000

- Ally & Supporter Package plus:
- Booth upgrade
- 4 meeting registrations
- ASCP distributed Pre & Post show email
- 4 tickets to the President's Reception
- Full page ad in the Guide to the Meeting
- Podium recognition at the General Session

*Cleveland Clinic Laboratories has participated in the ASCP annual meeting over the past ten years. With the healthcare industry consistently evolving and changing, ASCP has been responsive by offering more opportunities for the attendees and the vendors every year. We feel that there is great value and exposure at this meeting and expect to see more outstanding offerings this coming year!*

**Kathryn T. Leonhardt, Marketing and Communications Director Cleveland Clinic Laboratories, Cleveland Clinic**

## Extend Your Reach

Want your brand to stand out even more? Become a sponsor and support education, conference materials and more.

### Satellite Symposia Breakfast

Present a symposium related to a current or cutting-edge technology during a breakfast session. As a host you will select the topic and speakers (additional fees may be incurred for items such as food, beverage, and honoraria).

### Unrestricted Education Grant

Make a lasting impression on future laboratory professionals by sponsoring an unrestricted education grant.

**Have another idea? Just let us know. These opportunities are only open to exhibitors and sponsors.**

**Contact Jim McCambridge at** [jim.mccambridge@ascp.org](mailto:jim.mccambridge@ascp.org) | 312-541-4959

# TERMS & CONDITIONS

**1. Application and Eligibility.** Application for exhibit space must be made on the printed form provided by the American Society for Clinical Pathology (hereinafter called "ASCP"), contain the information requested, and be executed by an individual who has authority to act for the applicant. Exhibit contents will be limited to only the company and product(s) listed on the application, and are subject to approval by ASCP for accepted and acknowledged efficacy and commercial availability. ASCP may reject the application of any company whose goods or services are not compatible, in the sole opinion of ASCP, with the educational character and objectives of the Annual Meeting. In the event an application is not accepted, any paid fees will be returned.

**2. Payment Dates.** No exhibit space will be guaranteed until ASCP receives payment accompanied by a signed application.

**3. Cancellation.** In the event that the exhibitor notifies ASCP of its intent to cancel the contract after acceptance but prior to August 1, 2016, a full refund of monies received, minus a \$250 administrative fee, will be given. No refunds will be made on cancellations accepted after August 1, 2016.

If for any cause beyond the control of ASCP – such as, but not limited to, the destruction of the meeting/exhibit facilities by an Act of God, the public enemy, authority of the law, fire, or other force majeure – ASCP is unable to comply with the terms of this contract and deliver the exhibitor benefits described, this contract shall be considered terminated and any payments made hereunder by the exhibitor shall be refunded to the exhibitor, less expenses incurred by ASCP to the date of the termination allocable to the exhibitors after proration thereof among all exhibitors.

**4. Assignment of Sponsorships and Exhibit Space.** Sponsorships and exhibit locations will be assigned according to the date on which the contract and payment are received. In regard to exhibitors, ASCP reserves the right to assign space other than the choice requested, if necessary, and the right to rearrange the floor plan and/or relocate any exhibit. Exhibitors who change the size of their booth space are not guaranteed the original location and may be subject to relocation by Show Management.

**5. Exhibit Booth and Furnishings.** ASCP will provide one 6' table, pipe and drape, two chairs and a 7" x 44" identification sign. Exhibits must conform to the contracted space (10' x 10') and not project so as to obstruct the view of the adjacent booths. In the rear 4 ft. of all booths, display material or equipment may not exceed 8 ft. in height without the consent of ASCP. In front 6 ft. of the booth, display material or equipment shall not exceed 42 in. in height. Exceeding allotted space may incur additional charges or result in required removal of excess items. Additional exhibitor services are available at normal charges through the Official Contractor. An exhibitor's service kit will be mailed to all exhibitors approximately 60-90 days prior to the event with complete details and deadline order dates for supplemental booth equipment and services.

**6. Exhibit Regulations.** Installation – All exhibits must be set up by 5pm on September 13, 2016, unless alternate arrangements have been made with show management. Assembly of exhibits during regularly scheduled exhibit hours will not be permitted. At 5pm, exhibits not assembled with no representative present will be assigned to the labor contractor for uncrating and erecting to facilitate the removal of crates and the initial cleaning prior to exhibit opening. Charges will be billed to the exhibitor. Exhibit aisles must be clear by 5pm.

Dismantling – The official closing time of the exhibits is 3pm on September 15, 2016. All exhibit material must be packed and ready for removal from the exhibit area no later than 6pm. No packing of equipment or literature or dismantling of the exhibits is permitted until closing time. Any company violating this regulation will be fined \$100 and may be denied exhibit space at any future ASCP meetings.

**7. Special Visual and Sound Effects.** Audiovisual and other sound and attention-getting devices and effects will be permitted only in those locations in such intensity as in the sole opinion of ASCP does not interfere with the activities of neighboring exhibitors. Operation of equipment being demonstrated may not create noise levels objectionable to neighboring exhibitors.

**8. Exhibit Services.** Exhibitors shall employ only union labor, as made available by the Official Contractor for the installation or dismantling of exhibits, when required by union agreements. The Official Contractor will have control of all inbound and outbound freight to prevent congestion in the loading and unloading area, in the aisles and in any freight traffic area. An exhibitor using an outside contractor for the above work should employ only union display companies and must notify Show Management no later than 30 day prior to the exhibition. The Official Contractor will have complete control of all labor hired and scheduling and coordination of labor for the purpose of the orderly setup, management, and dismantling of the exposition.

**9. Hospitality and Entertainment.** Hospitality suites or events sponsored by the exhibitors must be approved by ASCP. No entertainment may be scheduled to conflict with ASCP's program hours, activity hours, or exhibit hours.

**10. Insuring Exhibits.** Exhibitors are encouraged to insure their exhibits, merchandise, and display materials against theft, fire, etc., at their own expense. It is suggested by ASCP that the exhibitor contact the exhibitor's insurance broker and obtain all-risk insurance covering exhibit property while absent from home premises for exhibit purposes, or a rider to the exhibitor's existing policy covering same.

Neither the exhibit facility, ASCP nor the Official Contractor will be responsible for loss or damage to any property in storage, in transit to or from the exhibit building, or while in the exhibit building for any loss of income as a result of any reduced sales due to loss or damage. All property of the exhibitor will be deemed to remain under the exhibitor's custody and control in storage, in transit to or from, or within the confines of the exhibit hall, even though it may at times be under the temporary control or direction of ASCP or the Official Contractor.

**11. Liability for Damages or Loss of Property.** Guard service is provided by ASCP on a 24-hour basis from move-in through move-out. Notwithstanding the guard service provided by ASCP for purposes of general security in the exposition premises, the exhibitor shall protect, indemnify, and hold harmless ASCP, the exhibiting facility, and the Official Contractor and their respective employees and agents from any and all liability, loss, damage, or expense by reason of any injury or injuries sustained by any persons or property or loss of property or income that might be derived therefrom occurring in or about the exposition premises or entrances thereto or exits therefrom, including that caused by resulting from the negligence of ASCP. The exhibiting facility shall not be responsible or liable for any injury, loss, or damage to any property or person brought in by the exhibitor or otherwise located in the exhibition premises.

**12. Shipping Instructions.** Information on shipping methods and rates will be sent to each exhibitor by the Official Contractor. The exhibitor will ship, at his own risk and expense, all articles to be exhibited. The Official Contractor will provide storage for incoming freight, delivery to the booth, and removal, storage and return of empty crates, and removal and shipment of outbound freight. All charges are based on inbound weights. All shipments must be prepaid. The address on all crated shipments shall include the exhibitor's name and booth number(s).

**13. Miscellaneous.** ASCP shall have the sole authority to interpret and enforce all terms and conditions governing exhibitors and this meeting. Any and all matters not specifically covered herein are subject to decision by ASCP. These terms and conditions may be amended at any time by ASCP upon written notice to all exhibitors. The exhibitor expressly agrees to be bound by the terms and conditions set forth herein and by any amendments thereto adopted by ASCP from time to time. This contract shall be interpreted under the laws of the United States and the State of Illinois.

Exhibit packages have been designed based on your feedback to ensure that we offer you the recognition you value most. Our options include:

☐ **ALLY PACKAGE \$5,000**

- 1 meeting registration
- Logo in Guide to Meeting; website, and app
- 10% off other sponsorship opportunities
- Social media exposure via ASCP Twitter and Facebook
- Pre-meeting attendee mailing list
- Post-meeting attendee mailing list
- Right to use "ASCP2016 Supporter" in advertising and promotions

☐ **SUPPORTER PACKAGE: \$10,000**

- Ally Package plus:
- 2 meeting registrations
- ASCP distributed Pre-show email
- 2 tickets to the President's Reception

**BEST  
VALUE**

☐ **PARTNER PACKAGE: \$16,000**

- Ally & Supporter Package plus:
- Booth upgrade
- 4 meeting registrations
- ASCP distributed Pre & Post show email
- 4 tickets to the President's Reception
- Full page ad in the Guide to the Meeting
- Podium acknowledgement at the General Session

Name of Organization: \_\_\_\_\_

Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Signature: \_\_\_\_\_

Pre-Show and Post-Show Email

ASCP will send an email on your behalf to attendees. This is an excellent way to give attendees a preview of what they will see at your booth or presentation and will be a great follow-up after the meeting.

Required Format: html package (zip folder with images)

RATES	Preferred date*
Pre-Show Email - \$1,500	_____ (date)
Post-Show Email - \$1,500	_____ (date)
Pre-Show/Post-Show Package - \$2,500	_____ / _____ (dates)

\* Email will be sent as close to your preferred date as possible.  
Note: we need to receive html artwork 1 week prior to your requested mailing date.  
Email artwork to John Enright at [jenright@tradeshowlogic.com](mailto:jenright@tradeshowlogic.com), separate files and samples for approval.

Room Drop Program

Ensure your success at Pathology & Lab Medicine 2016 and reach attendees with a special delivery right to their hotel room. A room drop is a great way to connect with attendees, brand your product, and drive foot traffic to your exhibit or presentation.

**Fee:** Room Drop (exhibitors/meeting supporters only) - \$4,500  
**Final Pieces:** send 1,400 pieces to ASCP

☐ We will participate in the Room Drop Program and agree to be invoiced for the \$4,500 fee.

Company description, 100 word count

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Return order form to:

John Enright at [jenright@tradeshowlogic.com](mailto:jenright@tradeshowlogic.com)

770.432.8410 ext. 107



# 2016 EXHIBITOR APPLICATION & CONTRACT

## 1. Company Information As it should appear in the promotional materials (i.e. Meeting Guide) (PLEASE PRINT)

Company Name: \_\_\_\_\_  
Street Address: \_\_\_\_\_  
City, State & Zip: \_\_\_\_\_ Website: \_\_\_\_\_  
Main Telephone: \_\_\_\_\_

## 2. Primary & Secondary Contact Person (PLEASE PRINT)

Primary Contact Name: \_\_\_\_\_ Primary Title: \_\_\_\_\_  
Primary Telephone: \_\_\_\_\_ Primary Fax: \_\_\_\_\_  
Primary Email: \_\_\_\_\_  
Secondary Contact (if applicable): \_\_\_\_\_ Secondary Title: \_\_\_\_\_  
Secondary Telephone: \_\_\_\_\_ Secondary Email: \_\_\_\_\_

## 3. Booth Fees

10' x 10' ☐ \$3,000  
10' x 20' ☐ \$6,000  
20' x 20' Island ☐ \$12,500  
Premium Corner ☐ \$500

## 2 Year Offer (Ends 3/1/16)

☐ \$5,450  
☐ \$10,750  
☐ \$22,250  
☐ \$1,550

**SAVE  
MONEY**  
Offer Ends 6/30/16

Take advantage of our  
two-year plan & save  
a minimum of 10%

## 5. Costs

Total Cost: \_\_\_\_\_ Amount Paid: \_\_\_\_\_ Balance due by 8/1/16: \_\_\_\_\_

## 6. Payment All applications/contracts submitted must include full PAYMENT. (Check applicable boxes.)

☐ Check Enclosed (*payable to ASCP*) ☐ Check to be Mailed ☐ Credit Card

Check Number: \_\_\_\_\_ Amount: \$ \_\_\_\_\_ Please contact John Enright at [jenright@tradeshowlogic.com](mailto:jenright@tradeshowlogic.com) to provide credit card information.

## 7. Exhibit Location Preference 1st \_\_\_\_\_ 2nd \_\_\_\_\_ 3rd \_\_\_\_\_ 4th \_\_\_\_\_

Preference will be given based on the date your contract and payment are received by ASCP. We try to keep competitors separated when assigning exhibit space. Please list companies who you prefer not to be near.

## 8. What objectives do you want to achieve at this meeting?

## 9. Audience Focus (Check Top 3 Areas)

<input type="checkbox"/> Anatomic Pathology	<input type="checkbox"/> Cytopathology	<input type="checkbox"/> Informatics
<input type="checkbox"/> Biorepositories	<input type="checkbox"/> Cytotechnology	<input type="checkbox"/> Management/Administration
<input type="checkbox"/> Clinical Pathology	<input type="checkbox"/> Dermatopathology	<input type="checkbox"/> Medical Technology
<input type="checkbox"/> Clinical Chemistry & Immunology	<input type="checkbox"/> Hematology	<input type="checkbox"/> Microbiology & Infectious Disease
<input type="checkbox"/> Coagulation & Transfusion Medicine	<input type="checkbox"/> Hematopathology	<input type="checkbox"/> Molecular Diagnostics
<input type="checkbox"/> Cytogenetics	<input type="checkbox"/> Histology	

## 10. What Products or Services? (Check Top 3 Areas)

<input type="checkbox"/> Analytical Instruments	<input type="checkbox"/> Diagnostics and Reagents	<input type="checkbox"/> Laboratory Instruments	<input type="checkbox"/> Medical Devices
<input type="checkbox"/> Billing Services	<input type="checkbox"/> Diagnostic Services	<input type="checkbox"/> Optical Equipment	<input type="checkbox"/> Non-Profit Organization
<input type="checkbox"/> Computer Systems	<input type="checkbox"/> Employment/Recruiting	<input type="checkbox"/> Published Materials	<input type="checkbox"/> Business Solutions
<input type="checkbox"/> Informatics	<input type="checkbox"/> Other:		

## 11. Acceptance of Binding Contract for Commercial Support

We agree to all of the Terms and Conditions for this event ([ascp.org/2016termspdf](http://ascp.org/2016termspdf)). This application is made by the undersigned, an authorized signatory of the above-listed company, and constitutes a binding contract with ASCP.

Name (please print): \_\_\_\_\_ Title: \_\_\_\_\_  
Signature: \_\_\_\_\_ Date: \_\_\_\_\_

OFFICE USE ONLY: Booth# \_\_\_\_\_ Date Received \_\_\_\_\_ Received by \_\_\_\_\_



# Invest In Your Success

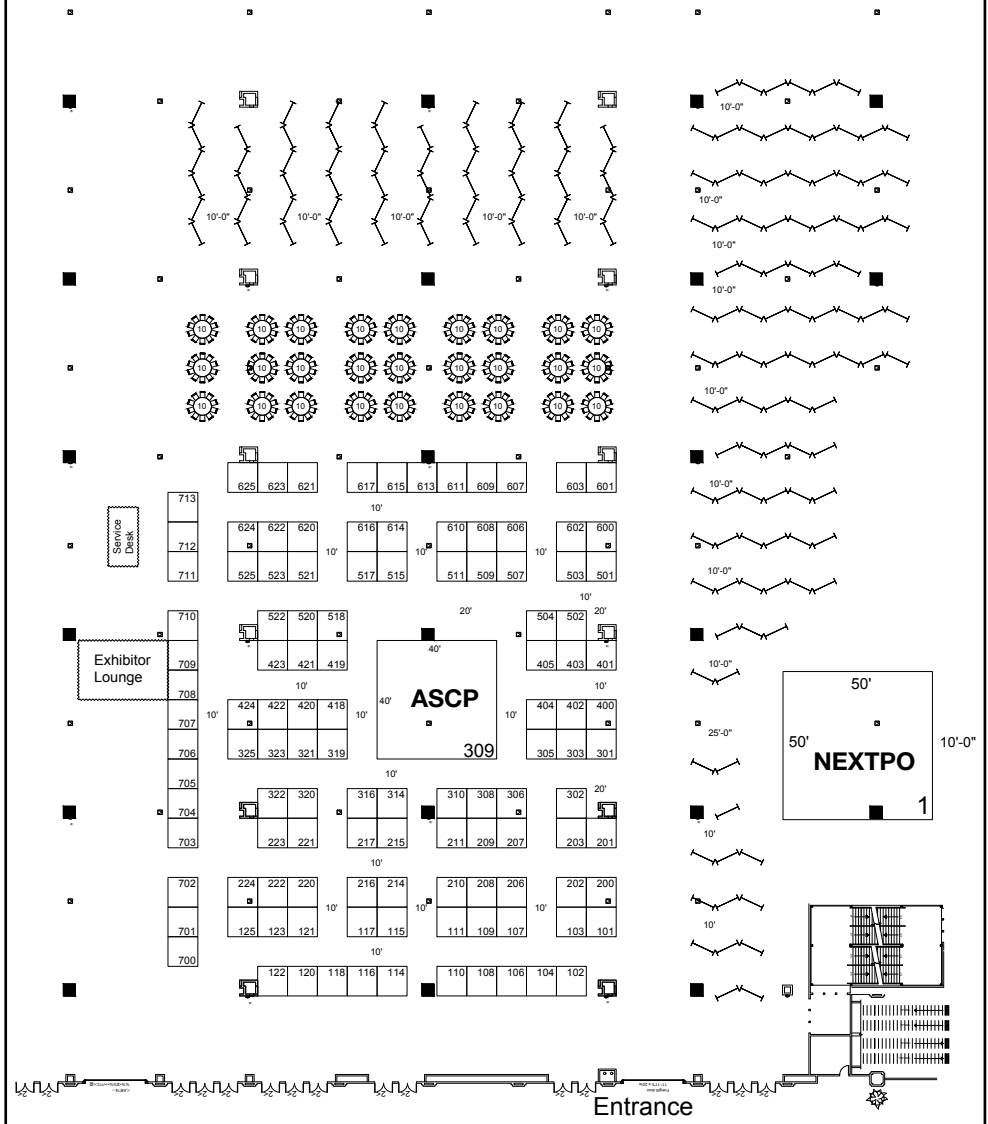
Exhibiting at Pathology & Lab Medicine 2016 and 2017 is a smart investment in your success. Need to know more about exhibits and sponsorship, visit us at: [www.ascp.org/2016](http://www.ascp.org/2016)

# SAVE MONEY

Take advantage of our two-year plan and save a minimum of 10% when you reserve for Pathology & Lab Medicine 2016 and 2017. Pathology & Lab Medicine 2017 will be held at the Hyatt Regency Chicago on September 6-10, 2017. The Hyatt is a favored hotel by our members, and Chicago always attracts leaders and buyers from across the country.

Offer Ends 6/30/16

## 2016 ASCP EXHIBIT HALL



September 14-16 | Mandalay Bay, Las Vegas

**PATHOLOGY & LAB MEDICINE**  
2016 ASCP Annual Meeting

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Tomorrow  
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MANDALAY BAY • LAS VEGAS • SEPTEMBER 14-16

[www.ascp.org/2016](http://www.ascp.org/2016)